

“A STUDY ON INFLUENCING FACTORS OF ENTREPRENEURSHIP IN TRICHY DISTRICT”

Project submitted to the PG Department of Commerce Computer Application,

St. Joseph's College (Autonomous), Tiruchirappalli

[Affiliated by Bharathidasan University]

In partial fulfillment for the award of the Degree of

MASTER OF COMMERCE COMPUTER APPLICATION

Submitted by

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D.NO 1PPCC814

Under the Guidance of

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SCHOOL OF MANAGEMENT STUDIES

PG DEPARTMENT OF COMMERCE COMPUTER APPLICATION

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CERTIFICATE

This is to certify that the project work entitled **“A STUDY ON INFLUECING FACTORS OF ENTREPRENEURSHIP IN TRICY DISTRICT”** is a record work done by **TAMILSELAVAN.M (D.NO 19PCC814)** during the year 2019 – 2021 submitted to the St. Joseph's College(Autonomous) Tiruchirappalli. A project report submitted in partial fulfillment of the requirements for the award of the degree of **MASTER OF COMMERCE COMPUTER APPLICATION** under my guidance and supervision. This project work presents entirely an independent original work on part of the candidate and this work has not previously formed the basis for the award of any other degree diploma or any other title.

Head of the Department

Project Guide

External Examiner

DECLARATION

TAMILSELVAN .M, hereby declare that the project work entitled “**A STUDY ON INFLUENCING FACTORS OF ENTREPRENEURSHIP IN TRICHY DISTRICT**” submitted to the PG Department of Commerce Computer Application St. Joseph’s college (Autonomous) Tiruchirappalli, In a partial fulfillment of the requirements for the award of **DEGREE OF MASTER OF COMMERCE COMPUTER APPLICATION** has been originally carried out by me under guidance and supervision of **Dr.J.RAJEES M.Com., M.Phil., NET., Ph.D.**, Assistant Professor, PG Department of Commerce Computer Application St. Joseph’s college (Autonomous), Tiruchirappalli – 600002. This work has not been submitted either in whole or in part for any Degree or Diploma at any other university.

Place:

(TAMILSELVAN.M)

Date:

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Place:

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CHAPTER-1

A STUDY ON INFLUENCING FACTORS OF ENTREPRENEURSHIP IN TRICHY DISTRICT

ABSTRACT

Today, no one is safe from forces and pressures, which are exerted on it, because of a significant number of the requirements in particular as regards competitiveness, the need for change, or the crises and the deregulations. In front of the economic and social turbulences which we know, the creation of new company appears as a cause of general interest. This research paper focuses on the problematic of the entrepreneurship, and more particularly on the stake which this domain represents in our society, by treating the determinants of the entrepreneurial intention. To face this news gives, students must reconsider their behaviors and their practices to renew themselves, to open out and reinforce their position in the market. Some of these practices form what one calls the entrepreneurial orientation. For this reason, we will devote this paper for better encircling and apprehending the concept of individual factors, and we tried to know how the individual factors (motivations, need for accomplishment, need for autonomy, passion to develop its own idea, individual characteristics, work experience, teaching) can influence the intention of the entrepreneur to create his own project. We focused on review literature through a survey of a sample of students from the Higher Institute of Business Administration of Sfax (TIRUCHIRAPALLI).

Introduction

Definitions of entrepreneurship

In order to understand entrepreneurship, it is important to view the definitions from earlier research on the subject. In the early 20th century, Schumpeter, J., insisted that entrepreneurship was far too important a part of capitalism to be ignored. He proposed that innovation or the use of an invention to create a new product or service was the driving force behind the creation of new demand for goods and services. The market was, therefore, not perfect but chaotic because of the regular occurrence of entrepreneurs

entering the market with new innovations. This process of “creative destruction” destroyed the static market described by the neoclassicists and created a dynamic market which had continuous changes in buyer and supplier behavior. It was these entrepreneurs who developed innovations to create new demand that was the mechanism of wealth creation and distribution. Kirzner, I, (1973), influenced by the Austrian school, made a further contribution to entrepreneurship theory. He defined entrepreneurs as individuals who grasp opportunities for pure entrepreneurial profit and they did this by uncovering unnoticed profit opportunities by being alert to them. Whereas (Stevenson, 2006) in his definition included the following factors, pursuit of opportunity; rapid commitment and change; multi-stage decision

compensating for value created .Entrepreneurship, a much debated topic, has been defined by (Collins and Moore, 1970) in the for-profit literature as “the catalytic agent in society which sets into motion new enterprises, new combinations of production and exchange.” According to Bygrave and Hofer (1991), the entrepreneur can be defined as a person with a special gift for recognizing opportunities and the capacity to mobilize external resources, generally the property of others, to exploit said opportunities. Low and MacMillan (1988) define entrepreneurship as "creation of new enterprise". According to Shane and Venkataraman (2000), entrepreneurship is a field of business, that seeks to understand how opportunities, create something new (new products or services, new markets, new production processes, new ways of organizing) and are discovered or created by individuals (entrepreneurs) and how various means are used to exploit or develop these opportunities into business ventures. To put it simply, entrepreneurship involves recognizing an opportunity to create a new business venture (Eckhardt & Shane, 2003). Entrepreneurship has been considered as the engine of economic growth (Schumpeter, 1942) and has gained importance over the years.

OBJECTIVE OF STUDY

1. To study the profile of the respondents.
2. To identify the factor influencing for entrepreneurship.
3. To analyse the problems faced by the respondents.
4. To provide suggestion.

SCOPE OF STUDY :

The outcome of this paper can be used by researchers, government, non-governmental organizations, civil society, and local community to formulate effective policy that motivate to become entrepreneurs. This will have a positive effect on participation on the economic development of india.

MESURING OF INFLUCING ENTREPRNUERSHIP:

This section discusses the theoretical framework of the relationships between the five independent factors/variables chosen, these being Attitude, Desirability and Feasibility of Self-Employment, Family Background, Entrepreneurship Education and lastly, Environment, affecting students' "Entrepreneurial Intention" (sole dependent variable). Five hypothetical statements (hypotheses) have been established in order to prove the above relationships and from the theoretical framework, these hypotheses have been constructed as follows There is a significant relationship between Attitude towards the behavior and student's entrepreneurial intention. There is a significant relationship between Desirability and Feasibility of Self-Employment and student's entrepreneurial intention. There is a significant relationship between Family Background and student's entrepreneurial intention. There is a significant relationship between Entrepreneurship Education and student's entrepreneurial intention. There is a significant relationship between Environment and student's entrepreneurial intention. Questionnaires

methodology has been developed to obtain the required data in an efficient way. It is the best tool for researchers to collect the relevant information because it allows every respondent to answer the prepared questionnaires directly related to the topic (Zikmund et al., 2010; Sekaran & Bougie, 2010). References were also made to previous questionnaires in order to streamline all variables (constructs), thus enabling generating a wealth of information that will indicate good research results (details as per Table 3 below).

METHODOLOGY :

This study is using the followings primary and secondary data :

PRIMARY DATA :

The primary data were collected customer satisfaction in Trichy. Questionnaire was prepare and administrated by taking a sample of 70 Entrepreneurs, which contains different categories of science & art student, Engineering student new business man and Rural Graduate.

SECONDARY DATA :

The secondary data comprise of varies books Journals periodicals and others published magazines are include in the story. Data was also collected from the company's records.

LIMITATIONS OF THE STUDY :

1. The scope of study is limited to the respondents or selected from in and around limited area of Trichy.
2. The data collected out for the period of 3 months only
3. The sample unit was also limited 70.

CHAPTER SCHEME:

CHAPTER 1: Give the introduction about the objectives of the Study, methodology, sample units, limitation of study, and chapter scheme.

CHAPTER 2: Gives concept and review of literature.

CHAPTER 3: Present the company profile.

CHAPTER 4: Present the analysis and interpretation of the data collected.

CHAPTER 5: Gives the finding, suggestions and conclusion.

CHAPTER-2

Review of Literature

Malga Weker,(1997), in his study entitled, “Problems of small Industry in Andhra Pradesh” has found the lack of infrastructure as a general problem. The industrial estate alone cannot overcome the vocational disadvantages. The infrastructure facilities are either very weak or non existent in rural areas. In urban areas with necessary industrial climate and infrastructure facilities, the growth of industries is relatively faster. The scarcity of indigenous raw materials has been a serious bottleneck. Scarce raw materials supplied through quotas are not sufficient to meet the demands of the units. There is a delay in the disbursement of the loans due to the existence of procedural delays and instances of tangible securities

Paul Half Man, (1998), in “Economic Time” stated that the key to industrialization of the country does not lie in building factories but in building markets.

Rethnam N.V.(1998), in his study entitled, “Rural Industrialization and IRDP” opined that infrastructure development for industrialization in the rural areas and investment in basic services designed to realize the full potential of human resources in the rural areas should receive a high priority.

R.K Sarma. (1998), in his study entitled, “Industrial development of Andhra Pradesh – A Regional Study” has observed that the backward districts of the state improved their relative positions in terms of units of employment and capital. Majority of the small units are confronted with the problems of raw materials and Finance.

Sekhar A.(1998), in his World Bank Staff Working Paper No: 620, entitled, as “Uday Industrial Location Policy- Indian Experience”, have observed that the location policies were successful in narrowing the disparities of industrial location in different states. The value added and employment are more equally distributed among the states during 1960 and 1975. He also examined intra-regional distribution of industry by comparing the degree of concentration of industrial employment in 1961 and 1971 by grouping cities by size and arrive at the conclusion that, for India as a whole, the degree of concentrations of employment in household industry has declined substantially between 1961 and 1971. However the non household industry maintained its level of concentration during the period.

Mecrory, (1999), in his study entitled, “Latent Industrial Potential”, suggested policies for improving the utilization of resources in the small industrial sector.

Gholam Ali, (1999), in his study entitled, “Help makes small scale industries viable” revealed that big and small industries have their share in the development of a nation and the prosperity of its masses. A

balance must be struck in the development of these industries. The thrust on the development of SSI through successive Five year plans and Government Policies had helped this sector.

Singh Nagendra,(2000), in his article entitled, “Type of Entrepreneurship” has focused the growth of indigenous entrepreneurship after independence in the country as a whole. The contribution of both public and private sectors, including large scale and small scale enterprises for economic development, is discussed and evaluated.

Berna, (2001), in his study entitled, “Entrepreneurship in Madras State” highlighted the main characteristics found in the entrepreneurs such as capital, experience of business, technical knowledge and family background. These factors alone promote the growth of entrepreneurship CHEN Lixia, MENG Bo (2011), The small & medium-sized enterprises (SMEs) in Jilin Province play more and more important role for the economic development of Jilin. Although the SMEs in Jilin have developed greatly in recent years, their difficulties in financing seriously hamper their development. As the symbiotic units, the SMEs and banks are mutually beneficial in the process of cooperation. On one side, along with the development of SMEs in scale and number, their financing requirements increase correspondingly, as the main way for enterprises’ financing, banks can provide various finance supports for them to ensure their development and get interest on loans and other related financial service revenue, the new energy comes from the symbiotic relationship flows to the banks; on the other hand, the SMEs get bank loans used for expansion, scientific and technological innovation to improve product quality and quantity, and therefore gain more income, and these increased income comes from the symbiotic relationship flows to the SEMs

Ramakrishna K.T. (2001), in his study entitled, “Finance for Small Scale Industries in India” has described the nature of problems of finance with regard to small scale industries in India and the role played by the government, State Financial Corporations and Banks in financing the small scale units. His study highlighted the methods of financing followed by several countries in North and South America, Asia and Europe.

.H.S. Parekh (2004), in his thesis, review the role of financial institutions and state agencies in extending credit to small scale units and pin points their attitude of indifference in catering to the needs of the tiny units. He was of the view that financial distributions have to attain their lending policies in consonance with the need of the small sector in general and the smaller among the small scale units in particular

SYED VASITH HUSSAIN (2004), The SSI sector, manufacturing a wide range of more than 7500 products, not only caters to the need of the lower income groups, but also acts as a nursery for the development of entrepreneurial talent. It produces mass consumption items such as leather goods, plastic parts, and ready-made garments as well as sophisticated items such as television sets, electro-medical system, hearing aids, tape recorders, process electro instruments, etc. Ancillary units in the small scale sector supply a wide diversity of products to original equipment manufacturers producing bicycles, scooters,

automobiles, tractors, etc. Simple machine tools such as leather, drilling machines printing machines and cutting machines are also being made in the small scale sector. Its contribution is next only to agriculture in India. The growth of SSI sector in the overall industrial sector in the past eight years on an average is 8.9 per cent while in industrial sector it is 6.7 per cent.

K.T. Ramakrishna (2005), in his study analysis the financial assistance provided by the State in the shape of direct credit order the state aid to Industries Act, non-technical assistance in the form of external aids and credit from State Financial Corporation, State Bank of India and other commercial banks.

Economic Survey, Government of India (2004-05), during 2000-01 to 2004-05 the SSI sector registered continuous growth in the number of units, production, employment and exports. During this period the average annual growth in the number of units was around 4.1%, while employment grew by 4.4% annually. In spite of the progress mention above entrepreneurs faces several problems. Some of the major problems faced are non-availability of timely and adequate credit, technological obsolescence, infrastructural bottleneck, marketing constraints etc.

R.C. Reddy. (2005), In a study based on small scale industries in Vishakapatnam district, K.C. Reddy conducted that bank finance in particular and institutional finance in general have contributed significantly in the promotion of small scale industries.

Tulus Tambunan Journal of Developmental Entrepreneurship 2007 The Indonesian government has been trying to encourage entrepreneurship development by supporting the development of small and medium enterprises in the country, since these enterprises provide an avenue for the testing and development of entrepreneurial ability. This paper examines the current developments of SMEs in the country. The paper comes with a number of interesting facts. First, SMEs are of overwhelming importance in Indonesia, as they account for more than 90 percent of all firms outside the agricultural sector, and thus are the biggest source of employment. Second, the representation of women entrepreneurs is low. Third, women entrepreneurs are less educated than their men counterparts. Fourth, the main constraints faced by small entrepreneurs are lack of working capital and marketing difficulties. Finally, the majority of existing studies suggest that the effectiveness of government programs to support SME development programs is low. The paper concludes that in national efforts to develop high competitive entrepreneurs, owners of small enterprises should be given the first priority as they have some previous experience of running a business or of how to survive in competitive markets, and the emphasis should be to promote modernization, capacity building and size upgrading.

Marc Dollinger Marsh Publications, 2008 Since the publication of the first edition of Entrepreneurship: Strategies and Resources, the field of entrepreneurship has grown even faster than I would have predicted. There are more courses and schools teaching entrepreneurship than ever. The major business periodicals, Business Week, Fortune, and The Wall Street Journal continue expanding their coverage of entrepreneurs and their companies. There are a number of publications that rank graduate and undergraduate entrepreneurship programs. Business plan competitions at the graduate and

undergraduate level continue to proliferate and the prizes get larger and larger. International interest in new venture creation has grown exponentially. Programs in the United States and overseas have partnered to provide cross-cultural and multinational entrepreneurial courses for their students. I personally participated in one such effort between Indiana University and City University of Hong Kong. The technology enabled us to form joint ventures between students in the United States and Hong Kong for the purpose of starting businesses. It was marvelous. In this fourth edition of *Entrepreneurship: Strategies and Resources*, I have tried to improve upon the foundation set in the first three editions. This book is intended to be friendlier to the user, beginning with its new design and soft cover. A number of features will help make the text easier to read and understand. Dozens of new examples and minicases, called "Street Story," have been added. International examples and applications are integrated throughout the book.

Raju (2008), It is estimated that Small Medium Enterprises account for almost 90 per cent of industrial units in India and 40 per cent of value addition in the manufacturing sector this shows that SMEs have become engine for economic growth and development in India. Still there are various problems face by small scale industries like lending, financing, marketing, and management of working capital.

S Anil Kumar New Age International, 2008 This Book Presents A Lucid Treatment Of A Wide Range Of Issues Involved In The Development Of Entrepreneurship. It Presents An Insight Into The Identification Of Business Opportunities, Creating A Venture And Financing And Managing It. The Book Further Explains The Choice Of Technology And Equipment, Man, Machine And Materials Management, Pert And Cpm And Quality Assurance. The Book Highlights The Various Legal Provisions Relevant To Entrepreneurship And Concludes With A Chapter On Social Responsibility And Business Ethics. With Its Wide Coverage And Step-By-Step Approach, The Book Would Serve As An Ideal Text For Various Undergraduate Courses On The Subject Including B. Com., BA And B. Sc.(Vocational), Bio-Technology, Bbm, Mba And To The Entrepreneurs.

E Gordon, K Natarajan, Amishi Arora Himalaya publishing house, 2009 The ecosystem, at present, is favourable in India for entrepreneurial development. The initiatives taken by the Government of India and State Governments, the growing number of funding agencies such as angel investors, venture capitalists, NBFCs, Fintech start-ups, etc., the rise in number of accelerators and incubators, and the attitude of family and community have created a conducive ecosystem for the growth of sustainable business ventures. Knowledge about the changes in the ecosystem, opportunities and challenges in the globalised business becomes imperative for youth and students who wish to pursue entrepreneurship as their career. The present edition provides comprehensive knowledge about entrepreneurship, various aspects of starting a new industrial units and make them viable and sustainable.

Sushma Rani Verma (2010), Working Capital Management refers to all management decision and action that ordinary influences the size and effectiveness of the working capital. The basic objective of Working Capital Management is to provide adequate support for the smooth functioning of the normal business operation of any firm / company / industry. The study has also shows various components of current

assets and current liability of small scale industries. Percentage ratio and index method have been applied for the analysis. The result of analysis shows working capital of the sample firm have grown up rapidly and have got doubled in the respective time period. The highest part of total current assets has been contributed by stock and debtors. It was observed from the analysis of that a very high proportion of long term fund are being used to finance current assets.

Ayozie Daniel Ogechukwul (2010) Small scale industries have a lot of important contributions to make to the economic development of the country. By its less capital intensive and high labour absorption nature, SSI sector has made significant contribution to employment generation and also to the rural industrialization. This sector is ideally suited to build on the strength of the traditional skill and knowledge, capital and innovative marketing practices. So, the importance of small scale enterprise is a global phenomenon encompassing both the developing and developed countries. In both developed and developing countries, the government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. Its contribution to the mobilization of domestic savings and utilization of local resources is also a noticeable factor. It is a base for the development of appropriate technology and provides a veritable ground for skilled, unskilled and semi-skilled workers. It has provided productive self-employment to a number of educated and less educated young men and women coming out of schools, colleges, polytechnic, and universities.

Abdul Latif (2011) "Women entrepreneur play a significant role in the economic development by contributing 3% in GDP share of Pakistan. it is also present in the labor-intensive industries of the traditional Small Enterprise sector and in the services that support it. It is a worldwide phenomenon that Small Enterprises are an important part of a nation's economic and social structure. "Enterprise is the antithesis of command and control". Small Enterprises are increasingly a major force for national economic growth. The entrepreneurs who drive them are receiving serious attention from economists, planners, multilateral agencies and governments all over the world. the SMEs has recorded the highest growth rate during the last decade. The increase in the female labor force participation in SMES business may also be attributable to improving economic incentives in employment and policies favoring the employment of women. Women are highly important contributors to the country's economic and social development. Over the years women participation in the economy has increased rapidly and they constitute almost half of the total population.

Adeyemi, Sidikat Laraba, Dr. Aremu, Mukaila Ayanda, (2011) Small and medium enterprises have been considered as the engine of economic growth and for promoting equitable development. The major advantage of the sector is its employment potential at low capital cost. The labour intensity of the SME sector is much higher than that of the large enterprises. The role of small and medium enterprises in the economic and social development of the country is well established. The sector is a nursery of entrepreneurship, often driven by individual creativity and innovation. The growth potential of the sector and its critical role in the manufacturing and value chains. There wide spread in Nigeria and the

multiplier effects they have on the rest of the economy enable them to be the engine of economic progress. It was also noted that the SME sector is the main driving force behind job creation, poverty reduction, wealth creation, income distribution and reduction in income disparities. Most of the government interventions failed to create a much needed transformation due to poor coordination and monitoring and policy inconsistencies. SME sector also formed the vanguard of the modern enterprise sector and presents the propelling force of economic modernization and growth in Nigeria. They are important sector that need to be adequately factored into policy making and programme implementation in Nigeria.

Chuthamas Chittithaworn, (2011), Business success is usually the outcome of the way of doing business and cooperation. Inter-firm cooperation, consultation, performance measurement, and flexibility may play an important role in business success. Inter-firm cooperation contributes positively to gaining organizational legitimacy and to developing a desirable marketplace reputation. Cooperation also may enable the small firm to improve its strategic position, focus on its core business, enter international markets, reduce transaction costs, learn new skills, and cope positively with rapid technological changes. Successful firms were likely to spend more time communicating with partners, customers, suppliers, employees. Use of outside professionals and advisors, and the advice and information provided by customers and suppliers is also important for business success. Networking seems to be important both between and within firms. The results show that customer and market, and resources and finance played an important role in ensuring the SMEs business success in Thailand. Innovative product, quality, cost, reliability, and services are the key strategic dimension in business success. Innovative product gives added value to the customer and it is important to achieve a suitable balance between product quality and costs.

GU Wenlin, Kong Xiangzhong,(2011), GEM is also called the second board market; GEM mainly provides the financing platform for High-tech enterprises which have better prospects. The introduction of GEM has great significance; it not only enriches the building of the multi-level capital market system, but also provides the direct financing channels for high-tech SMEs. But, because the GEM companies generally has features such as high-growth, high-tech and small-scale in market positioning. Systematic risk and non-systematic risk constitute the risk of GEM companies. The systemic risk is mainly caused by common factors, including political risk, interest rate risk, exchange rate risk, purchasing power risk and market risk. While Nonsystematic risk is closely linked with the operating conditions of the GEM enterprises themselves, including credit risk, financial risk, operational risk, liquidity risk and operational risk. For GEM enterprises, systemic risk is not controllable; we should focus on the non-systematic risk. Financial risk is the core in the composition of non-systematic risk. Therefore, studying the financial risk factors of the GEM companies has very important practical significance. Therefore, the GEM listed companies have huge potential financial risks. The senior managers of listed companies should strengthen the knowledge of financial management, change awareness of risk management, and make the financial risk management into the core of risk management system. GEM provide a channel for financial intermediation, it solves the problem of financing for SMEs which is difficult before. The

proportion of debt financing has declined in the Gem's capital structure, Capital structure has been optimized. However, the financial risks caused from debt financing remain exist. The GEM listed companies should optimize the structure of capital and arrange rationally the proportion of the sovereignty of capital and debt capital, capital ratio, reducing the financial risk caused by an irrational capital structure. The GEM provide growth opportunities for GEM listed companies, GEM listed companies can access to funds needed for their own development using financing platform provided by GEM. However, the opportunities and risks co-exist, the GEM listed companies have market opportunities, they must also be vigilant delisting risk, especially to prevent and control their own financial risk. Only the GEM listed companies who always set awareness of risk can embark on a healthier growth path.

Jayshri J Kadam, Prof. Dr. V.N. Laturkar,(2011), Small Scale industries encompass vast scope covering activities like manufacturing, servicing, financing, construction, infrastructure etc. In view of Government of India's ever increasing importance given to the small scale industries in the national economy more & more small scale industries are to be set up in the years to come. By contributing increasing share to the national production, employment & exports, small scale industries also contribute to the economic development of the country. However, these industries are also plagued by the problems of raw material, finance, marketing, underutilization of capacity, etc. cash has become a big problem for small & even big businesses today. Lack of finance has driven many small business units into bankruptcy. Unfortunately many small businesses will become bankrupt because their owners have neglected the principal of cash management which normally determines their successes or failure. Cash is like oxygen to a business. lack of demand & shortage of working capital are the main reasons behind sickness/ incipient sickness of registered & unregistered small scale industries. Developing cash forecast is essential for new business because early sales do not generate enough cash to keep the company afloat. Better financial management can lead the company ahead in competition as well as it will help the entrepreneur to avoid the situation of bankruptcy & industrial sickness.

Kehinde James Sunday (2011), The small and medium scale business have been Identified as the pivot of growth in the economy. The management of working capital impacts on liquidity, investment portfolio and profitability. All these three factors are decisive in the growth or failure of a business. Hence, good performances in working capital management affects these decisive factors favorably and thus, contribute to growth and success of the business. His work is based on the theory that efficient management of working capital is very vital for a business survival. In 2002, the government in the annual budget also instructed the commercial bank to set aside certain proportion of the profit before tax of their firm as equity participation in the small business. Today, many and almost the large proportion of SMEs are financed by the corporative society. Most people join the corporative society to raise short and long term finance.

Ludovica Ioana (2011), The role of small and medium enterprises is worldwide acknowledged for their unique contribution to the economic development. Both the developed countries and the ones in

course of development realise that the SMEs and the entrepreneurs play a vital role in the industrial development of a country. So there is no surprise that the political strategists have often thought that the SMEs can become the “seed” of economic revival. It is necessary that while the observance of thresholds regarding the average number of employees is compulsory, a SME can choose between observing either the threshold regarding the turnover in a year or the one regarding the total assets. It is not necessary to satisfy both criteria and one of them can be exceeded without losing the status of SME.

Musara Mazanai, Olawale Fatoki (2011), Small and medium sized enterprises (SMEs) play a significant role in the economic development of every nation, particularly in developing countries like South Africa. The development of SMEs is seen globally, as a key strategy for economic growth, job generation and poverty reduction. The South African Department of Trade and Industry (DTI) estimates that small businesses employ almost half of formally employed persons, and contribute to 42% of the country's gross domestic product. Start-up SMEs are a key driver of sustainable economic development of the country.

Dr Murugan Available at SSRN 1775682, 2011 The concept of entrepreneurship is a complex phenomenon. Broadly, it relates to entrepreneur, his vision and its implementation. The key player is the entrepreneur. Entrepreneurship refers to a process of action an entrepreneur (person) undertakes to establish his/her enterprise. It is a creative and innovative response to the environment. Entrepreneurship is thus a cycle of actions to further the interests of the entrepreneur. In this chapter, the concept of entrepreneurship and the related issues are analyzed, discussed and deliberated.

C Thirumal Azhagan, PS Nagarajan Department of Management Studies July-Dec 2011 Vol. 2 No., 2011 Customer service assumes vital importance in the marketing programs of all modern organizations, specifically service organizations. The retail sector comes under service industry and the main focus is on the efficient and effective delivery of services to the customers. The most important factors in the retail sectors are, quality of the product delivered and customer satisfaction. The best way of surviving and prospering in the competitive environment is through providing prompt, relevant and efficient customer services at measurable cost with comfortable environment.

Rohana Ngah and Abdul Razak Ibrahim,(2011), Knowledge is vital for most of the organizations nowadays; hence, organization must take a big step to change. The first step to change from a traditional company into a knowledge company is to be aware of the knowledge of the organization, known as intellectual capital (IC). Recently, the concept of intellectual capital has been identified as a key resource and driver of organizational performance and value creation (Marr et al., 2004). Organizations perform well and create value when they implement strategies that respond to market opportunities by exploiting their internal resources and capabilities. Knowledge sharing has been highly regarded as an important process in enhancing organizational performance However; knowledge sharing is not easy to be implemented. Sharing knowledge requires willingness, trust, conducive and suitable environment Intellectual capital focuses on building and governing intellectual assets from strategic and enterprise governance perspectives. Knowledge management has tactical and operational

perspectives in facilitating and managing knowledge. Intellectual capital needs a process mechanism which is knowledge sharing to give an impact on business performance.

Roxana Gabriela (2011), In Germany, the financial and economic crisis, paradoxically, led to an unexpected development: the interest of individuals in establishing a business, declining in the last years, began to grow. According to the annual report regarding the SMEs(1), once the crisis was felt in all economic sectors, more and more people turned to counseling services in order to open a business.

Shouchao He (2011), As a major center in the world's largest footwear producing and exporting country, China is trying to transform its labor intensive manufacturing industry into a more competitive and internationalized one. However, there are still many uncertainties in the process of internationalization. most of the SMEs face the following challenges in their internationalization process: 1) the issues related to property rights protection, which is related to the product and technology innovation and, 2) insufficient funding sources. The SMEs may "burn out all their cash" in the internationalization process and be easily wiped out by the existing multinational companies; and 3) the barriers to entry and strive in the new markets. The phrase "international of SMEs" here is defined as either the "transformation of attitude of the SMEs towards business activities in another country" or the "actual business activities in other countries". Of course there is a close relationship between attitudes and actual behavior. The attitudes are the basis for decisions to undertake international ventures and the experiences from international activities influence these attitudes.

Ganapathi Batthini, Ashok Madnani, Ashok Chaudhary, Nupur Vaishnav Available at SSRN 2869672, 2016 This paper is a compilation of bibliography of research papers presented at the Eleven Biennial Conferences organized by EDII so far. It offers a snapshot of evidences of entrepreneurial research presented and discussed in the conference till date and provides a one stop source of information. It intends to help the nascent researchers, practitioners, either amateur or professional to search, select and identify a more intelligent research agenda for further academic endeavours. It serves as a directory for policy makers in rekindling design and implementation mechanism for public policy on entrepreneurship with more robust and relevant synergistic approach. The compilation aims at reducing the level of fragmentation in entrepreneurship research and connecting the different dots of academia and practicing world. Finally, careful consideration has been made while compiling the bibliography to create an impact on the practice of entrepreneurship at every possible level like: individual, organizational, and national.

International Journal of Research-Granthaalayah 4 (8 (SE)), 36-39, 2016 The objective of the present paper is to examine the college student Mind-set and intentions toward entrepreneurship, Entrepreneurship is considered as engine of economic growth. That plays a great role in the economic growth and development of the country, more so in a rapidly developing country like India. Entrepreneurship development today has assumed great significance as it is a key to economic development. Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capita income, higher standard of living and balanced

regional development. The present paper attempts to review and analyze the empirical studies undertaken to find out the entrepreneurial intention among college students and find out the factors influencing their decision to venture in entrepreneurship.

Mathew J Manimala, Princy Thomas Springer,, 2017 Entrepreneurship is generally understood as the process of starting a new venture with the intention of generating sustainable profits and venture growth, where the by-products for the society and the nation are employment generation, wealth creation and the general economic development of the country. New ventures in an economy are like new sprouts in an ecosystem, without which the system will stagnate and perish. While the ventures will have to generate profits in order to sustain themselves and grow (which is true even for government, not-for-profit organizations and NGOs, for whom it is in the form of surpluses), the society and the nation would benefit from the products and services (often innovative) offered, employment generated, wealth created, taxes paid as well as the overall development of the economy and the improvements in the quality of life being brought about. It is because of such general benefits to the society and the economy that governments, especially in developing countries, are keen about promoting entrepreneurship among their citizens. Among the several initiatives and support mechanisms adopted for stimulating entrepreneurial behaviour among the youth of the country, entrepreneurship education has a prominent place. Starting primarily as a means to facilitate new venture creation among unemployed persons (particularly the skilled ones among the war veterans), entrepreneurship education has undergone a lot of changes in its aims, curriculum, pedagogies and target groups. The aim of entrepreneurship education is no longer restricted to the creation of new ventures. It is now broadened to include the development of enterprising behaviour, which is needed for everyone irrespective of whether one is self-employed or employed by others. For the latter, it takes the form of 'intrapreneurship' training, and for everyone, there is a focus on the development of traits, motives, knowledge and skills (especially those needed for entrepreneurs and intrapreneurs). With the change in the aims, there are corresponding changes in the target groups, curriculum and pedagogies. It was to capture these changes and their implications for entrepreneurship education that we organized an international academic conference on the theme, Entrepreneurship.

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CHAPTER-3

PROFILE OF THE STUDY

TIRUCHIRAPPALLI



Tiruchirappalli (also called Tiruchirappalli or Trichy) is an ancient city in India's southern Tamil Nadu state. The Kaveri and Kollidam rivers flow around Srirangam Island, which is known for sacred Hindu sites Sri Ranganathaswamy Temple, with intricately carved gopurams (towering gateways), and Jambukeswarar-Akilandeswari Temple, dedicated to the god Shiva. The Rock Fort Temple complex towers over the city center. Tiruchirappalli is one of the oldest inhabited cities in India. Its recorded history begins in the 3rd century BC, when it was under the rule of the Cholas. The city has also been ruled by the Pallavas, Pandyas, Vijayanagar Empire, Nayak Dynasty, the Carnatic state and the British. The most prominent historical monuments in Tiruchirappalli include the Rockfort, the Ranganathaswamy temple at Srirangam, the Erumbeeswarar Temple at Tiruverumbur and the Jambukeswarar temple at Thiruvanaikaval. The archaeologically important town of Uraiyur, capital of the Early Cholas, is now a neighbourhood in Tiruchirappalli. The city played a critical role in the Carnatic Wars (1746–1763) between the British and the French East India companies. The city is an important educational centre in the state of Tamil Nadu, and houses nationally recognised institutions such as National Institutes of Technology (NIT), Indian Institutes of Management (IIM) Tamil Nadu National Law school, Srirangam(navalurkutapattu) and Indian Institutes of Information Technology (IIIT) Srirangam. Industrial units such as Bharat Heavy Electricals Limited (BHEL), Golden Rock Railway Workshop, Ordnance Factory Tiruchirappalli (OFT) and High Energy Projectile Factory (HEPF) have their factories in the city. The presence of a large number of energy equipment manufacturing units in and around the city has earned it the title of "Energy Equipment and Fabrication Capital of India". Tiruchirappalli is

internationally known for a brand of cheroot known as the Trichinopoly cigar, which was exported in large quantities to the United Kingdom during the 19th century. A major road and railway hub in the state, the city is served by the Tiruchirappalli International Airport (TRZ) which operates flights to the Middle East and Southeast Asia. Tiruchirappalli is one of the oldest inhabited cities in Tamil Nadu; its earliest settlements date back to the second millennium BC. Uraiyur, the capital of the Early Cholas for 600 years from the 3rd century BC onwards, is a neighbourhood in the present-day

Tiruchirappalli The city is referred to as Orthoura by the historian Ptolemy in his 2nd-century work Geography. The world's oldest surviving dam, the Kallanai (Lower Anaicut) about 18 kilometres (11 mi) from Uraiyur, was built across the Kaveri River by Karikala Chola in the 2nd century AD. The medieval history of Tiruchirappalli begins with the reign of the Pallava king Mahendravarman I, who ruled over South India in the 6th century AD and constructed the rock-cut cave-temples within the Rockfort. Following the downfall of the Pallavas in the 8th century, the city was conquered by the Medieval Cholas, who ruled until the 13th century.

During British rule, Tiruchirappalli was known for its tanneries, cigar-manufacturing units and oil presses. At its peak, more than 12 million cigars were manufactured and exported annually. Tanned hides and skins from Tiruchirappalli were exported to the United Kingdom. The city has a number of retail and wholesale markets, the most prominent among them being the Gandhi Market, which also serves people from other parts of the district. Other notable markets in the city are the flower bazaar in Srirangam and the mango market at Mambazha Salai. The suburb of Manachanallur is known for its rice mills, where polished Ponni rice is produced.

Tiruchirappalli is a major engineering equipment manufacturing and fabrication hub in India. The Golden Rock Railway Workshop, which moved to Tiruchirappalli from Nagapattinam in 1928, is one of the three railway workshop–cum–production units in Tamil Nadu. The workshops produced 650 conventional and low-container flat wagons during 2007–2008.

A high-pressure boiler manufacturing plant was set up by Bharat Heavy Electricals Limited (BHEL), India's largest public sector engineering company, in May 1965. This was followed by a seamless steel plant and a boiler auxiliaries plant.[208] In 2010, the Tiruchirappalli unit of the company contributed to nearly 30 per cent of its total sales, making it the largest of all units.[209] As of 2011, the Tiruchirappalli division employed

about 10,000 people, and is supported by a number of ancillary industries producing almost 250,000 tonnes (250,000,000 kg) of fabricated materials. These ancillary units together with BHEL contribute nearly 60 per cent of India's steel fabrication, earning the city the title, "Energy equipment and fabrication capital of India". Other important industries in Tiruchirappalli include Trichy Distilleries and Chemicals Limited (TDCL), which was established at Senthaneerpuram in the former Golden Rock municipality in 1966. the Trichy Steel Rolling Mills, which was started as a private limited company on 27 June 1961. The Trichy Distilleries and Chemicals Limited manufactures rectified spirit, acetaldehyde, acetic acid, acetic anhydride and ethyl acetate. It is one of the biggest private sector distilleries in Tamil Nadu and produced 13.5 megalitres (3.0 million imperial gallons) of spirit alcohol between December 2005 and November 2006. The Ordnance Factories Board runs a weapons manufacturing unit and a Heavy Alloy Penetrator Project (HAPP) facility; the latter was set up in the late 1980s and consists of a flexible manufacturing system (FMS)—the first of its kind in India.

From the late 1980s, a synthetic gem industry was developed in the city; the gemstones are cut and polished in Tiruchirappalli district and in Pudukottai district. In 1990, the Indian government launched a scheme to increase employment by boosting the production of American diamonds and training local artisans in semi-automated machinery and technology. The local gem industry was reportedly generating annual revenues of ₹100 million (equivalent to ₹480 million or US\$6.7 million in 2019) by the mid-1990s. Concerns have been raised over the employment of children aged 9–14 in the gem cutting and polishing industry. As a result, in 1996, Tiruchirappalli district was selected to be involved in the National Child Labour Project and in the running of special schools to educate working children.

As of December 2010, the Tiruchirappalli region annually exports around ₹262.1 million (equivalent to ₹470 million or US\$6.6 million in 2019) of software. The ELCOT IT Park the city's first IT park—commissioned at a cost of ₹600 million (equivalent to ₹1.1 billion or US\$15 million in 2019) was inaugurated in December 2010. Set up by the Electronics Corporation of Tamil Nadu, the park occupies an area of 59.74 hectares (147.6 acres) and constitutes a Special Economic Zone.

DISTRICT INDUSTRIES CENTRE

District Industries Centers is the institution at the district level which provides all the services and support facilities to the entrepreneurs for setting up small and village

industries. DIC identification suitable schemes for SSI units, preparation of feasibility reports, arranging for credit, machinery and equipment, provision of raw materials and other extension services are the main activities undertaken by these centers. It has been set up to render all assistances under one roof to the potential entrepreneurs for starting their own industries. Their main activities are Registration of SSI units (Permanent/Provisional), Implementation of Prime Minister's Rozgar Yojana, granting of Subsidies to SSI units. Marketing assistance through SIDCO, TANSI, TALCO, Rehabilitation of sick SSI units, Recommendation of loan applications to bank under KVIC Scheme, Distribution of Project profiles among entrepreneurs and Training in Entrepreneurship Development. In Tiruchirappalli District Most Backward blocks and Backward blocks can avail 20% and 15% of the State Capital Subsidy respectively. The taluks included in most backward blocks are Marungapuri, Uppiliapuram, Vaiyampatti. The taluks included in backward blocks are Manapparai, Manikandam, Thuraiyur, Thathaiyangarpet, Thiruverambur, Mannachanallur, Thottiam and Musiri. The District Industries Centre is helping the people to do both Small Scale Industry provisional and permanent registration.

PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME(PMEGP)

The Government of India has approved the introduction of a new credit linked subsidy programme called Prime Minister's Employment Generation Programme (PMEGP) by merging the two schemes that were in operation till 31.03.2008 namely Prime Minister's Rozgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) for generation of employment opportunities through establishment of micro enterprises in rural as well as urban areas. PMEGP will be a central sector scheme to be administered by the Ministry of Micro, Small and Medium Enterprises (MoMSME). The Scheme will be implemented by Khadi and Village Industries Commission (KVIC), a statutory organization under the administrative control of the Ministry of MSME as the single nodal agency at the National level. At the State level, the Scheme will be implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The maximum cost of the project or unit admissible under manufacturing sector is Rs.25 lakh and under business or service sector is Rs.10 lakh. The balance amount of the total project cost will be provided by the banks as term loan as well as working capital. In this scheme the DIC provided loan and subsidy to people.

CHAPTER-4

ANALYSIS AND INTERPRETATION

TABLE-4.1
GENDER WISE OF RESPONDENTS

S.no	GENDER	RESPONDENTS	PERCENTAGE
1	MALE	36	51
2	FEMALE	34	49
	TOTAL	70	100

Source : Primary Data

INTERPRETATION:

Table 4.1 shows that,51% of the respondents are male,49% of the respondents are female. from the above table we can conclude that the majority of the respondents were belongs to MALE group.

majority of the respondents were belongs to male group.

GENDER WISE OF RESPONDENTS

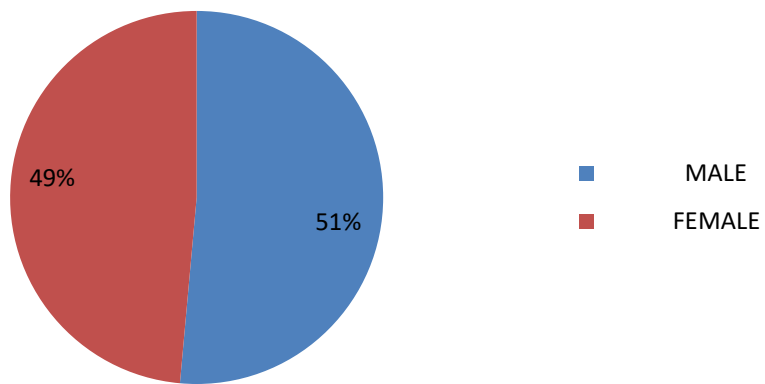


TABLE-4.2

EDUCATION WISE OF RESPONDENTS

S.no	EDUCATION	RESPONDENTS	PERCENTAGE
1	ARTS	19	27
2	SCIENCE	17	24
3	ENGINEER	16	23
4	OTHERS	18	25
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.2 shows that,27% of the respondents are arts,24% of the respondents are science,23% of the respondents are engineer,26% of the respondents are others. from the above table we can conclude that the majority of the respondents were belongs to arts group.

majority of the respondents were belongs27% of the respondents are arts

EDUCATION WISE OF RESPONDENTS

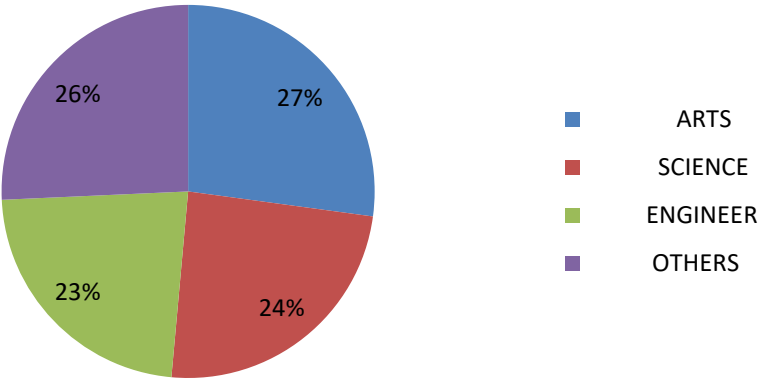


TABLE-4.3

MARTIAL STATUS WISE OF RESPONDENTS

S.NO	MARTIAL STATUS	RESPONDENTS	PERCENTAGE
1	UNMARRIED	44	63
2	MARRIED	26	37
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.3 shows that,63% of the respondents are unmarried,37% of the respondents are married. from the above table we can conclude that the majority of the respondents were belongs to unmarried group.

majority of the respondents were belongs belongs 63% of the respondents are unmarried.

MARTIAL STATUS WISE OF RESPONDENTS

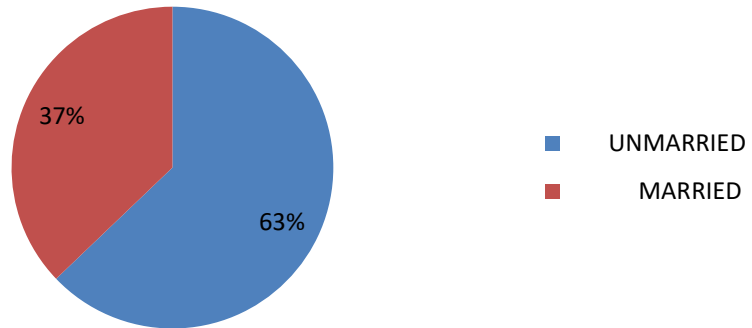


TABLE-4.4

NATURE OF FAMILY WISE OF RESPONDENTS

S.NO	NATURE OF FAMILY	RESPONDENTS	PERCENTAGE
1	NUCLEAR FAMILY	49	70
2	JOINT FAMILY	21	30
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.4 shows that,70% of the respondents are nuclear family,30% of the respondents are joint family. from the above table we can conclude that the majority of the respondents were belongs to nuclear family group.

majority of the respondents were belongs 70% of the respondents are nuclear family

NATURE OF FAMILY WISE OF RESPONDENTS

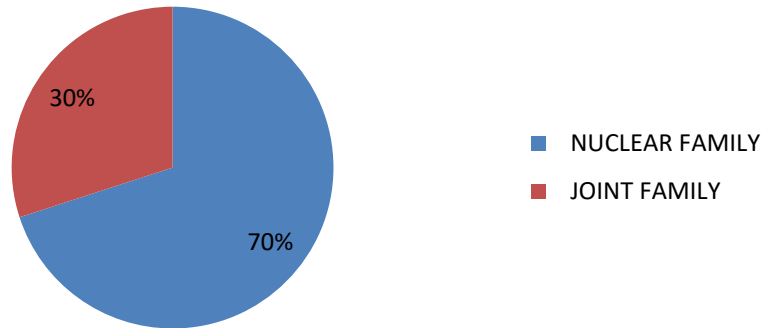


TABLE-4.5**MONTHLY INCOME WISE OF RESPONDENTS**

S.NO	MONTHLY INCOME	RESPONDENTS	PERCENTAGE
1	BELOW 20000	24	34
2	20001-40000	16	23
3	40001-60000	14	20
4	ABOVE 60000	16	23
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.5 shows that,34% of the respondents are below 20000,23% of the respondents are 20001-40000,20% of the respondents are 40001-60000,23% of the respondents are above 60000. from the above table we can conclude that the majority of the respondents were belongs to below 20000 group.

majority of the respondents were belongs 34% of the respondents are below 20000.

MONTHLY INCOME WISE OF RESPONDENTS

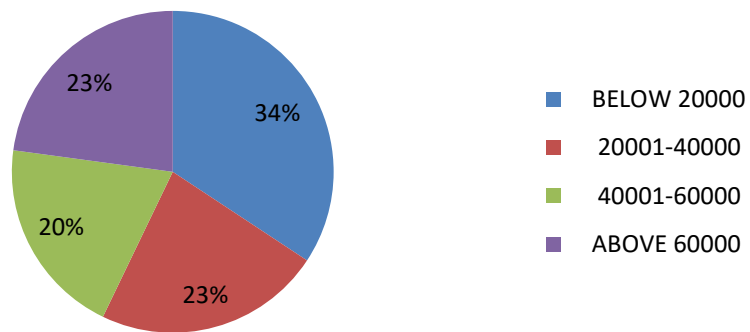


TABLE-4.6

YEAR OF EXPERIENCE WISE OF RESPONDENTS

s.no	YEAR OF EXPERIENCE	RESPONDENTS	PERCENTAGE
1	1 TO 2 YEARS	13	19
2	2 TO 5 YEARS	24	34
3	5 TO 10 YEARS	17	24
4	10 YEARS ABOVE	16	23
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.6 shows that,19% of the respondents are 1 to 2 years,34% of the respondents are 2 to 5 years,24% of the respondents are 5 to 10 years,23% of the respondents are 10 years above. from the above table we can conclude that the majority of the respondents were belongs to be 2 to 5 years group.

majority of the respondents were belongs 34% of the respondents are 2 to 5 years

YEAR OF EXPERIENCE WISE OF RESPONDENTS

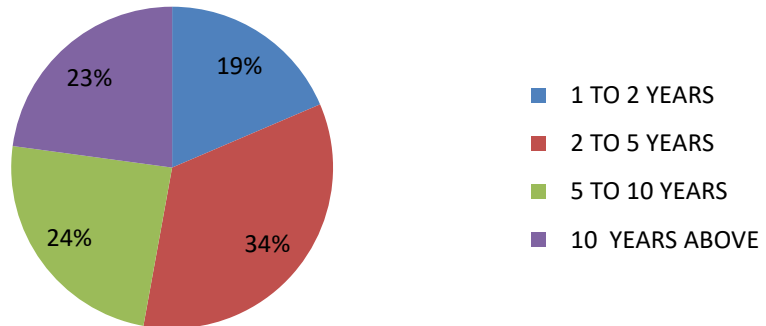


TABLE-4.7

TRAINING IN ENTREPRENEURSHIP WISE OF RESPONDENTS

S.No	TRAINING IN ENTREPRENEURSHIP	RESPONDENTS	PERCENTAGE
1	YES	45	64
2	NO	25	36
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.4 shows that, 64% of the respondents are yes ,36% of the respondents are no. from the above table we can conclude that the majority of the respondents were belongs to yes group.

majority of the respondents were belongs 64% of the respondents are yes

TRAINING IN ENTREPRENEURSHIP WISE OF

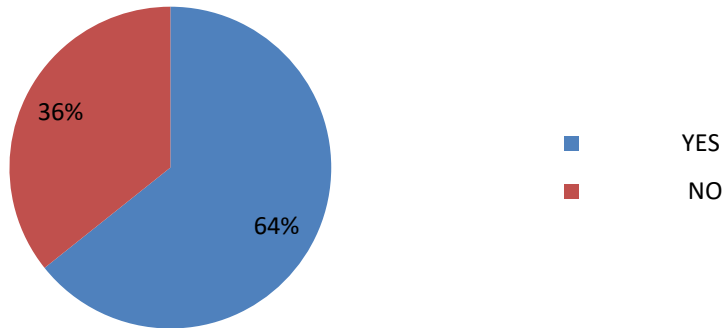


TABLE-4.8

RECEIVED ANY ASSISTANCE FROM ANY SOURCE WISE OF RESPONDENTS

S.no	RECEIVED ANY ASSISTANCE	RESPONDENTS	PERCENTAGE
1	YES	52	74
2	NO	18	26
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.4 shows that,74% of the respondents are yes,26% of the respondents are no. from the above table we can conclude that the majority of the respondents were belongs to yes group.

majority of the respondents were belongs 74% of the respondents are yes

RECEIVED ANY ASSITANCE WISE OF RESPONDENTS

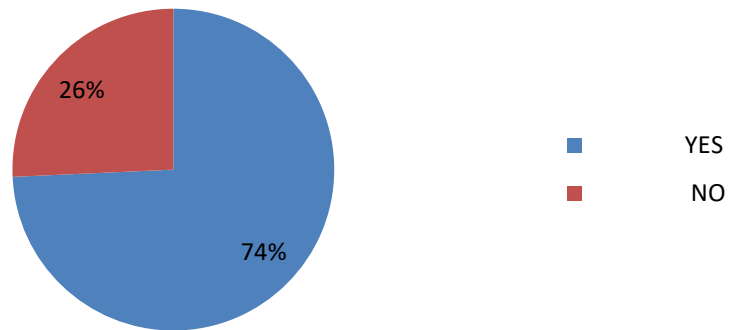


TABLE-4.9

LOCATION OF YOUR BUSINESS WISE OF RESPONDENTS

S.No	LOCATION OF YOUR BUSINESS	RESPONDENTS	PERCENTAGE
1	RURAL	52	74
2	URBAN	18	26
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.4 shows that,74% of the respondents are yes,26% of the respondents are no. from the above table we can conclude that the majority of the respondents were belongs to rural group.

majority of the respondents were belongs 74% of the respondents are yes

**LOCATION OF YOUR BUSINESS
WISE OF RESPONDENTS**

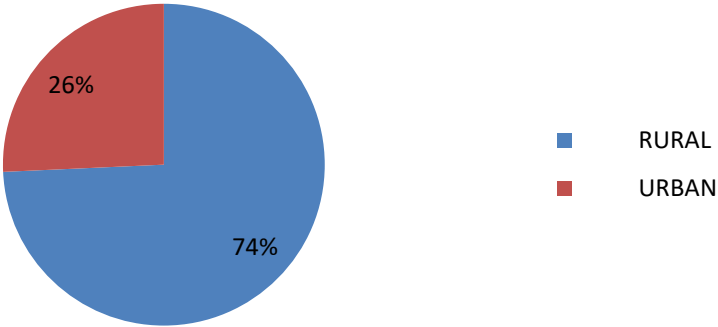


TABLE-4.10

START BUSINESS WISE OF RESPONDENTS

S.no	START BUSINESS	RESPONDENTS	PERCENTAGE
1	YES	55	79
2	NO	15	21
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.4 shows that,79% of the respondents are yes,21% of the respondents are no. from the above table we can conclude that the majority of the respondents were belongs to yes group.

majority of the respondents were belongs 79% of the respondents are yes

START BUSINESS WISE OF RESPONDENTS

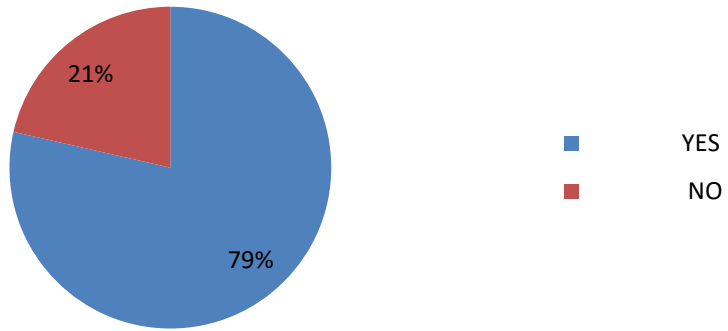


TABLE-4.11

BUSINESS TYPE WISE OF RESPONDENTS

S.NO	BUSINESS TYPE	RESPONDENTS	PERCENTAGE
1	XEROX CENTRE	11	16
2	TRAVELS	10	14
3	PHOTO EDITOR	15	21
4	HOTELS	13	19
5	OTHERS	21	30
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.11 shows that,16% of the respondents are Xerox centre,14% of the respondents are travels,21% of the respondents are photo editor,19% of the respondents are hotels,30% of the respondents are others. from the above table we can conclude that the majority of the respondents were belongs to be others group.

majority of the respondents were belongs 30% of the respondents are others

BUSINESS TYPE WISE OF RESPONDENTS

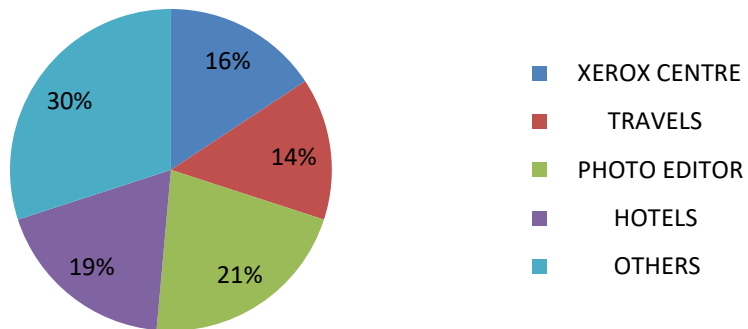


TABLE-4.12

START A BUSINESS WISE OF RESPONDENTS

S.NO	START A BUSINESS	RESPONDENTS	PERCENTAGE
1	FRIENDS	26	37
2	ALONE	27	39
3	FAMILY	17	24
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.12 shows that,37% of the respondents are friends,39% of the respondents are alone,24% of the respondents are family. from the above table we can conclude that the majority of the respondents were belongs to be alone group.

majority of the respondents were belongs 39% of the respondents are alone.

START A BUSINESS WISE OF RESPONDENTS

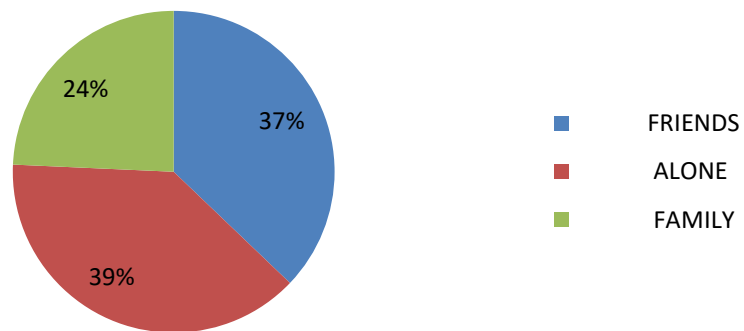


TABLE-4.13

SUFFICIENT NUMBER OF CUSTOMERS WISE OF RESPONDENTS

S.NO	SUFFICIENT NO OF CUSTOMERS	RESPONDENTS	PERCENTAGE
1	YES	45	64
2	NO	25	36
	TOTAL	70	100

Source : primary data

INTERPRETATION:

Table 4.4 shows that,64% of the respondents are yes,36% of the respondents are no. from the above table we can conclude that the majority of the respondents were belongs to yes group.

majority of the respondents were belongs 64% of the respondents are yes.

SUFFICIENT NO OF CUSTOMERS WISE OF RESPONDENTS

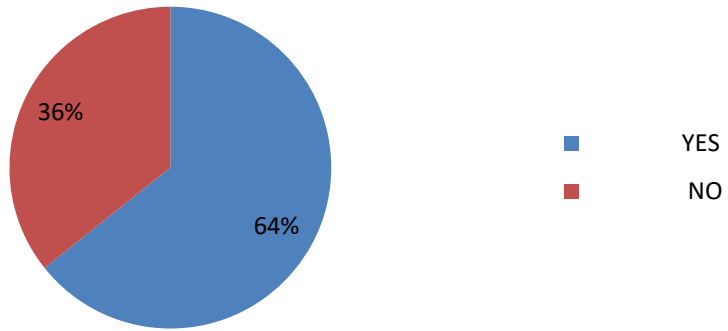


TABLE-4.14

CONSEQUENCES OF BUYING LOANS WISE OF RESPONDENTS

S.NO	CONSEQUENCES OF BUYING LOANS	RESPONDENTS	PERCENTAGE
1	NO SAVINGS	25	36
2	DEPRESSION	25	36
3	ANXIETY	20	28
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.12 shows that,

majority of the respondents were belong,36% of the respondents are no savings,36% of the respondents are depression, 28% of the respondents are anxiety. from the above table we can conclude that the majority of the respondents were belongs to be both no savings and depresssion group.

majority of the respondents were belongs 36% of the respondents are no savings,36% of the respondents are depression

CONSEQUENCES OF BUYING LOANS AISE OF RESPONDENTS

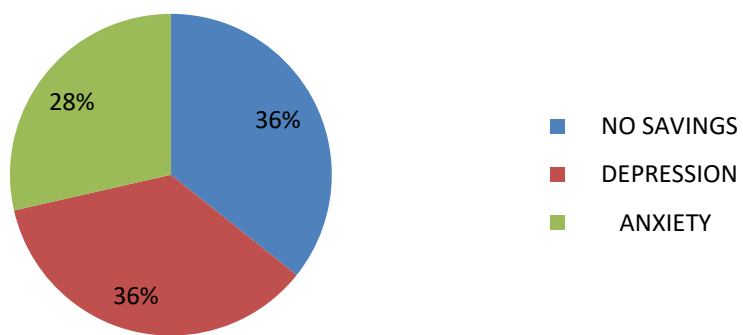


TABLE-4.15

START ANY NEW BUSINESS WISE OF RESPONDENTS

D.NO	START ANY BUSINESS	RESPONDENTS	PERCENTAGE
1	FRIENDS PARTNERSHIP	25	36
2	FAMILY PARTNERSHIP	25	36
3	RELATION PARTNERSHIP	20	28
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.15 shows that,36% of the respondents are friends partnership,36% of the respondents are family partnership,28% of the respondents are relation partnership. from the above table we can conclude that the majority of the respondents were belongs to be both friends partnership and family partnership group.

majority of the respondents were belongs 36% of the respondents are friends partnership,36% of the respondents are family partnership

START ANY NEW BUSINESS WISE OF RESPONDENTS

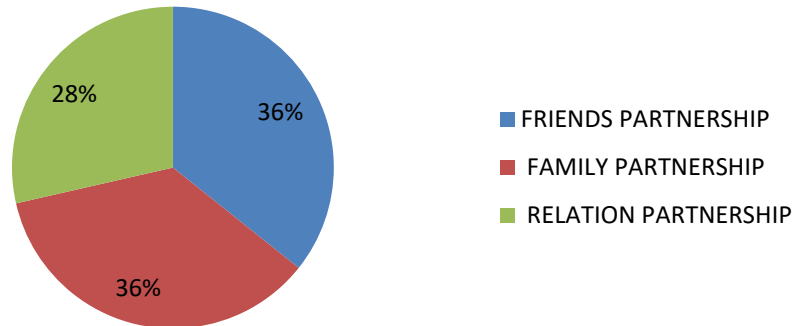


TABLE-4.16

IDEA FOR THE BUSINESS WISE OF RESPONDENTS

D.SO	IDEA FOR THE BUSINESS	RESPONDENTS	PERCENTAGE
1	FAMILY	19	27
2	FRIENDS	18	26
3	TRAINING PROGRAMMES	33	47
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.16 shows that,27% of the respondents are family,26% of the respondents are friends,47% of the respondents are training programmes. from the above table we can conclude that the majority of the respondents were belongs to be training programmes group.

majority of the respondents were belongs 47% of the respondents are training programmes

IDEA FOR THE BUSINESS WISE OF RESPONDENTS

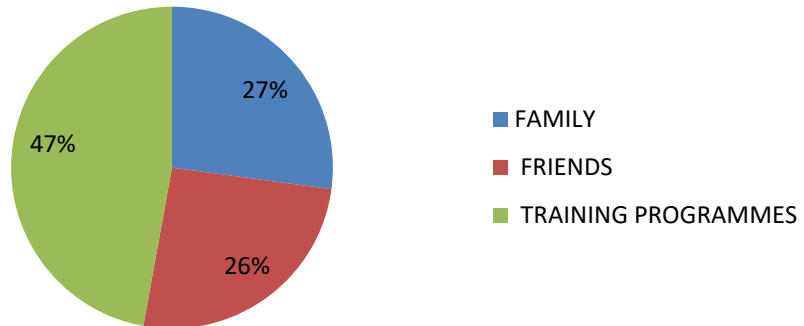


TABLE-4.17

EMPLOYEE ARE THERE IN YOUR BUSINESS WISE OF RESPONDENTS

S.NO	EMPLOYEE IN THERE BUSINESS	RESPONDENTS	PERCENTAGE
1	2 TO 5	12	20
2	5 TO 8	17	28
3	8 TO 10	20	34
4	10 ABOVE	11	18
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.17 shows that,20% of the respondents are 2 to 5,28% of the respondents are 5 to 8,34% of the respondents are 8 to 10,18% of the respondents are 10 above. from the above table we can conclude that the majority of the respondents were belongs to be 8 to 10 group.

majority of the respondents were belongs 34% of the respondents are 8 to 10.

**EMPLOYEE ARE THERE IN YOUR
BUSINESS WISE OF RESPONDENTS**

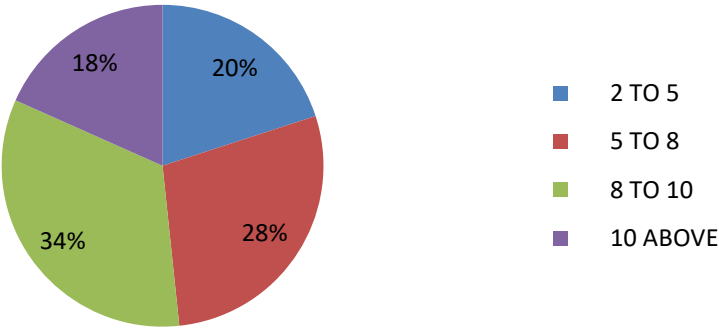


TABLE-4.18

SERVICE \ PRODUCT YOU MANUFACTURE WISE OF RESPONDENTS

S.NO	SERVICE\PRODUCT	RESPONDENT S	PERCENTAG E
1	SERVICE:XEROX CENTRE,TRAVELS,PHOTO EDITOR	35	50
2	MANUFACTURE:HOTELS,DR ESS SHOP	35	50
	TOTAL	70	100

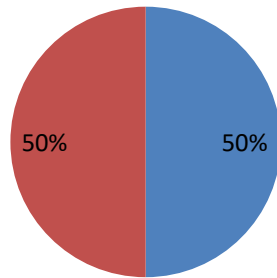
Source: Primary Data

INTERPRETATION:

Table 4.18 shows that,50% of the respondents are service,50% of the respondents are manufacture. from the above table we can conclude that the majority of the respondents were belongs to be both groups.

majority of the respondents were belongs 50% of the respondents are service,50% of the respondents are manufacture.

SERVICE\PRODUCT YOU MANUFACTURE WISE OF RESPONDENTS



- SERVICE:XEROX
CENTRE, TRAVELS, PHOTO
EDITOR
- MANUFACTURE:HOTELS, D
RESS SHOP

TABLE-4.19

ADVERTISE YOUR BUSINESS WISE OF RESPONDENTS

S.NO	ADVERTISE YOUR BUSINESS	RESPONDENTS	PERCENTAGE
1	TWITTER	15	21
2	FACEBOOK	25	36
3	WEBSITE	30	43
	TOTAL	70	100

Source: Primary Data

INTERPRETATION:

Table 4.19 shows that,21% of the respondents are twitter,36% of the respondents are facebook, 43% of the respondents are website.from the above table we can conclude that the majority of the respondents were belongs to be website group.

majority of the respondents were belongs 43% of the respondents are website.

ADVERTISE YOUR BUSINESS WISE OF RESPONDNETS

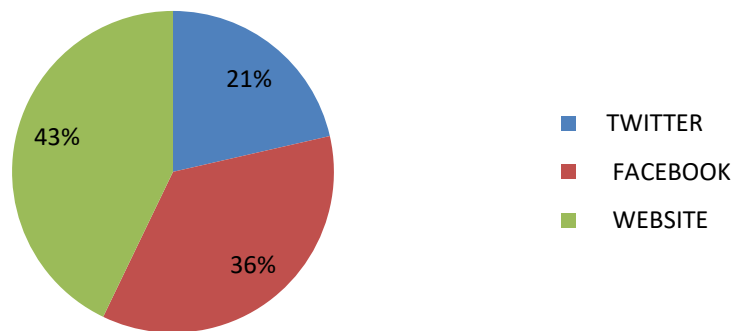


TABLE-4.20

CURRENT LOCATION WISE OF RESPONDENTS

CURRENT LOCATION	RESPONDENTS	PERCENTAGE
CUSTOMER NOMADISM	15	21
TRANSPORTATION COST IS LOW	25	36
CUSTOMER WILL BE EASIER TO COME AND GO	30	43
TOTAL	70	100

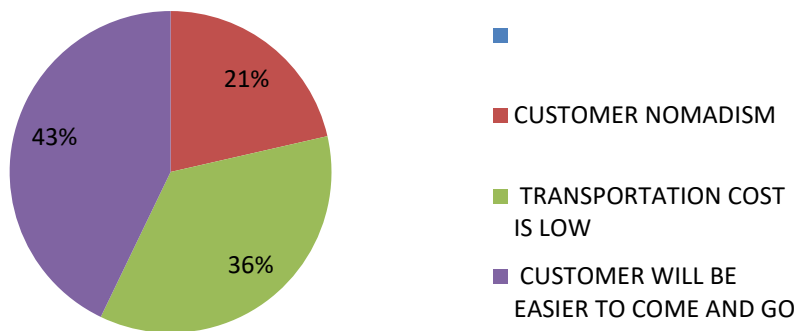
Source: Primary Data

INTERPRETATION:

Table 4.20 shows that,21% of the respondents are customer nomadism,36% of the respondents are transportation is low, 43% of the respondents are customer will be easier to come and go. from the above table we can conclude that the majority of the respondents were belongs to be customer will be easier to come and go group.

majority of the respondents were belongs 43% of the respondents are customer will be easier to come and go.

CUSTOMER LOCATION WISE OF RESPONDENTS



CHAPTER 5

FINDINGS, SUGGESTION, AND CONCLUSION

FINDINGS

Following are the findings of the analysis.

- ❖ In the analysis **51%** of the respondents are the Male.
- ❖ **27%** of the education with respondents arts.
- ❖ **63%** of the respondents are the marital status wise of respondents unmarried.
- ❖ **70%** of the respondents are nature of family wise of respondents nuclear family.
- ❖ **34%** of the respondents are monthly income wise of respondents below 20,000.
- ❖ **34%** of the respondents are year of experience wise of respondents 2-5years.
- ❖ **64%** of the respondents are training in entrepreneurship wise of respondents yes.
- ❖ **74%** of the respondents are received any assistance from any sources wise of respondents yes.
- ❖ **74%** of the respondents are location of your business wise of respondents rural.
- ❖ **79%** of the respondents are started business wise of respondents yes.
- ❖ **30%** of the respondents are business type wise of respondents others.
- ❖ **39%** of the respondents are start a business wise of respondents alone.
- ❖ **64%** of the respondents are sufficient number of customer wise of respondents yes.
- ❖ **36%** of the respondents are consequences of buying loans wise of respondents no saving depreciation.
- ❖ **36%** of the respondents are start any new business wise of respondents friends and family partnership.
- ❖ **47%** of the respondents are idea for the business wise of respondents training programmes.
- ❖ **34%** of the respondents are employees are there in your business wise of respondents 8-10.
- ❖ **50%** of the respondents are service /product your manufacture wise of respondents service xerox manufacture hotels.
- ❖ **43%** of the respondents are advertise your business wise of respondents websites.
- ❖ **43%** of the respondents are current location wise of respondents customer will be easier to come and go

SUGGESTION

The researcher found that the collected data would be of great importance as data base. The researcher would recommend more case studies in this direction, so that a entrepreneurship gets more recognition and acceptance. Such studies will help entrepreneur to solve the problems faced. It will motivate agencies and government to provide help, support and benefit entrepreneurship.

CONCLUSION

This study attempted to identify the entrepreneurial motivation in running the business, demographic profile and experience in work, relationships between family and business, type of business and family participation, growth intentions, and expansion plans. The results suggest that Indonesian entrepreneurs are motivated by the high income, personal and family life flexibility, to control own time, and family security. Most entrepreneurs have a business experience more than 5 years, showing that the businesses are already in a relatively stable condition. Family participation in the business is mostly as the investor, which signifies the importance for the family to help the other family member in the early stages of business development. More family member as full-time workers than part-time workers, probably because they still regards working in the family business as part of family obligations. The result also showed that most of the businesses are listed as a sole proprietorship and original business. Most entrepreneurs in Indonesia prefer doing retail business, probably because of the high level of business success. For business development, most entrepreneurs prefer expanding the development of distribution channels, adding a new product or service, and selling to a new market.

BOOK:

1. Entrepreneurship development and management R.k.singal
2. Innovation and Entrepreneurship peter f.drucker

LINK:

www.google scholar.com

www.wikipedia.com

www.entrepreneurship challenge.com

QUESTIONNAIRE

1. Gender

A) Male B) FEMALE

2. Education:

A) Arts B) Science C) Engineer D) Others

3. Marital status

A) Unmarried B) Married

4. Nature of family

A) Nuclear family B) Joint family

5. Monthly income

A) Below 20000 B) 20001-40000 C) 40001-60001 D) 60000 above

6. Year of experience

perience

A) 1 to 2 years B) 2 to 5 years C) 5 to 10 years D) 10 Years above

7. Have you undergone any Training

A) yes B) No

8) Have you received any assistance from

A) Family support B) Government scheme C) Own Money

9) Which place did you start business?

A) Rural B) Urban

10) Is there any business already where you are about to start the business

A) yes B) no

11) What is the business of educated youth in that area?

a) Xerox centre b) Travels c) photo editor d) hotels e) others

12) How are you going to start a business with

a) Friends b) Alone c) Family

13) Do you have sufficient number of customers?

a) yes b) no

14) What are the consequences of buying from others on a loan?

a) no savings b) depression c) anxiety

15) What are the consequences of buying from others on a loan?

a) no savings b) depression c) anxiety

16) Do you have start any new business?

A) Friends partnership B) Family partnership C) Relation partnership

17) How did you get your idea for the business

A) Family B) Friends C) Training programmes

18) How many employee are there in your business.

A) 2 to 5 B) 5 to 8 c) 8 to 10 D) 10 Above

19) What Service\ product you manufacture

Service- Xerox centre, Travels, photo editor

Manufacture- hotels, dress shop,

20) How do you advertise your business?

A) Twitter B) Facebook c) Website

21) What made you choose your current location?

A) Customer Nomadism B) Transportation cost is low C) customer will be easier to come and go

